

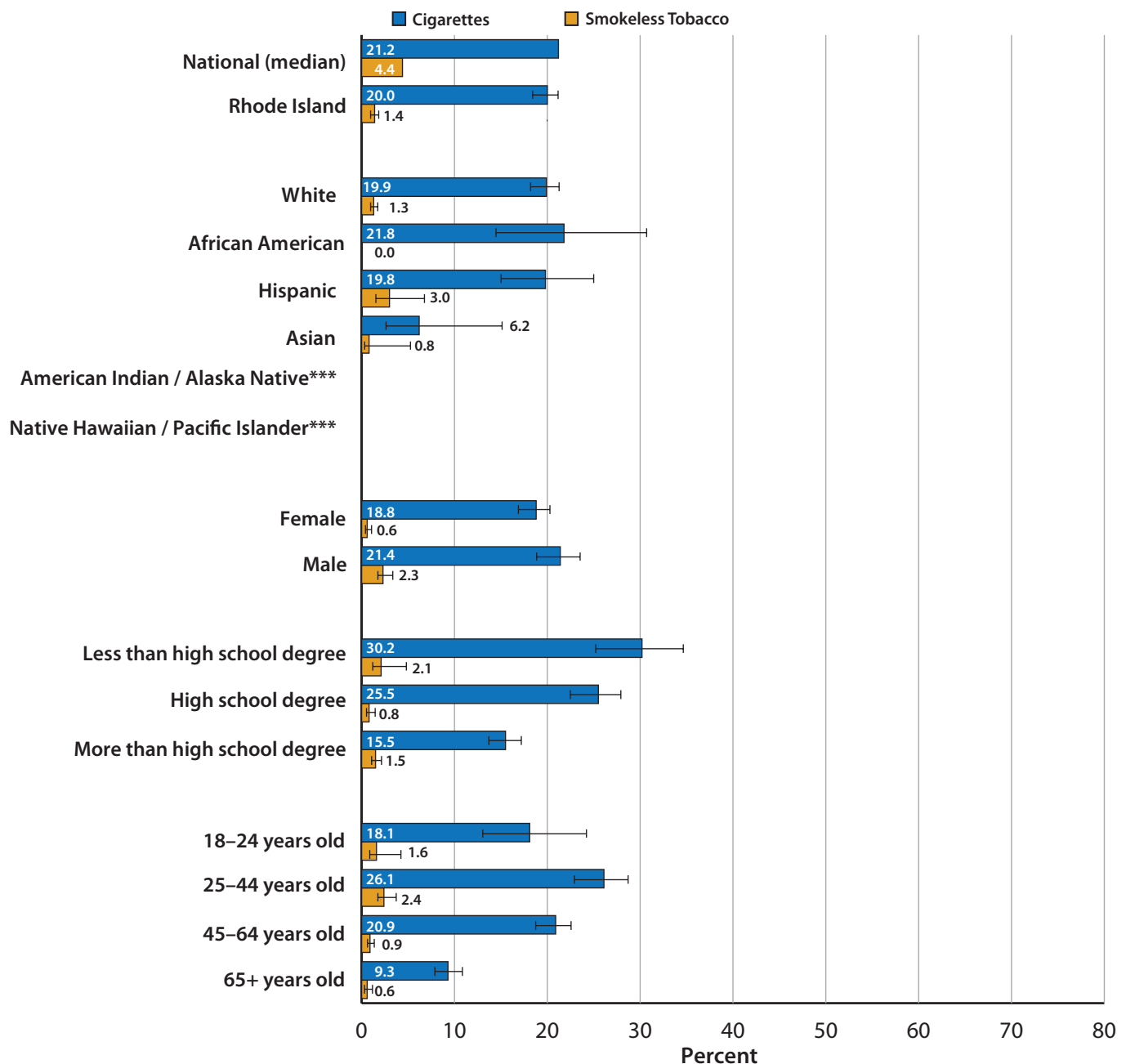
Monitor

Adult Current Cigarette/Smokeless Tobacco Use

In Rhode Island, the percentage of adults (ages 18+) who currently smoke cigarettes was 20.0% in 2011. Across all states and D.C., the prevalence of cigarette smoking among adults ranged from 11.8% to 29.0%. Rhode Island ranked 19th among the states.

The percentage of adults who currently use smokeless tobacco was 1.4% in 2011. Across all states and D.C., the prevalence ranged from 1.4% to 9.8%. Rhode Island ranked 1st among the states.

Current Cigarette and Smokeless Tobacco Use among Adults by Demographic Characteristics



Source: Behavioral Risk Factor Surveillance System, 2011

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Youth Current Cigarette/Smokeless Tobacco/Cigar Use

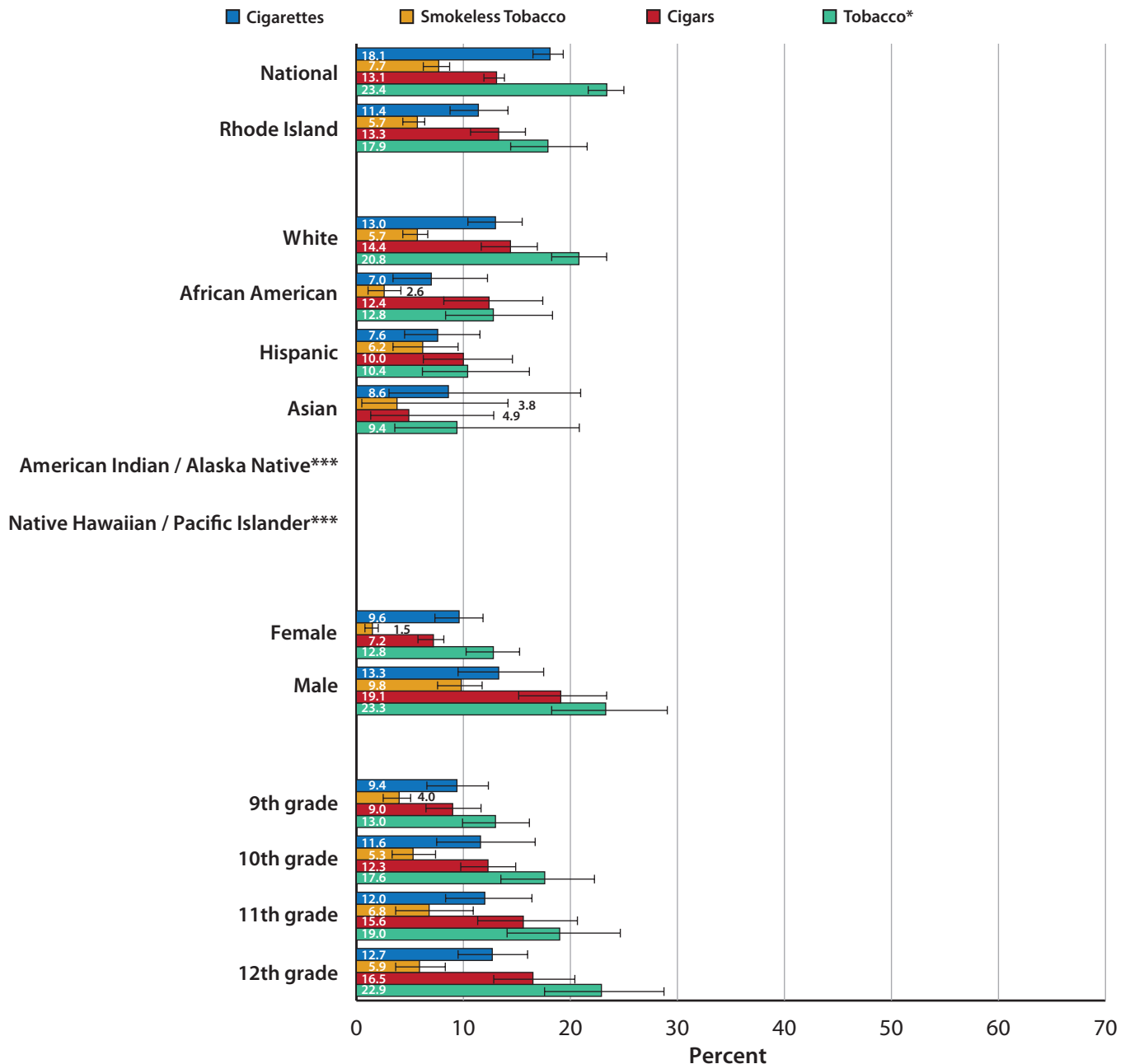
In Rhode Island, the percentage of youth in grades 9-12 who currently smoke cigarettes was 11.4% in 2011. The range across 44 states was 5.9% to 24.1%. Rhode Island ranked 3rd among 44 states.

The percentage of youth who currently use smokeless tobacco was 5.7% in 2011. The range across 40 states was 3.5% to 16.9%. Rhode Island ranked 4th among 40 states.

The percentage of youth who currently smoke cigars was 13.3% in 2011. The range across 37 states was 5.0% to 18.3%. Rhode Island ranked 16th among 37 states.

The percentage of youth who currently use tobacco (i.e., cigarettes, smokeless tobacco, and/or cigars) was 17.9% in 2011. The range across 36 states was 7.8% to 31.9%. Rhode Island ranked 4th among 36 states.

Tobacco Use among High School Students by Demographic Characteristics



* Cigarettes, smokeless tobacco, and/or cigars

*** Sample size <100

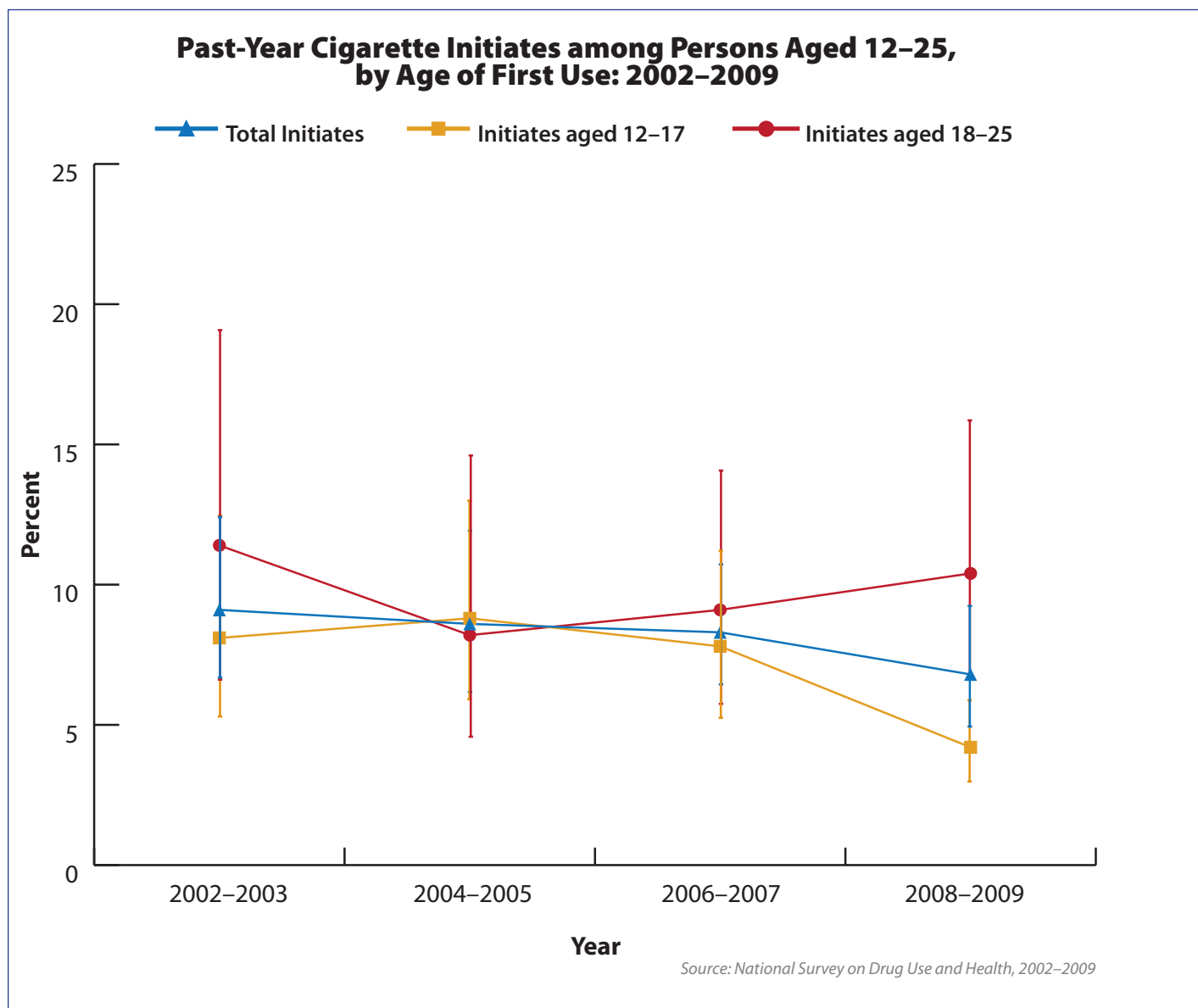
Source: Youth Risk Behavior Survey, 2011

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Past-Year Cigarette Initiation

In 2008-2009, of all Rhode Island youth ages 12-17 who had never smoked, 4.2% smoked a cigarette for the first time in the past year. This ranked 3rd in the nation, with a range of 3.3%–9.2% among the states.

Of all young adults ages 18-25 who had never smoked, 10.4% smoked a cigarette for the first time in 2008-2009. This ranked 43rd in the nation, with a range of 4.2%–14.7% among the states.



Protect

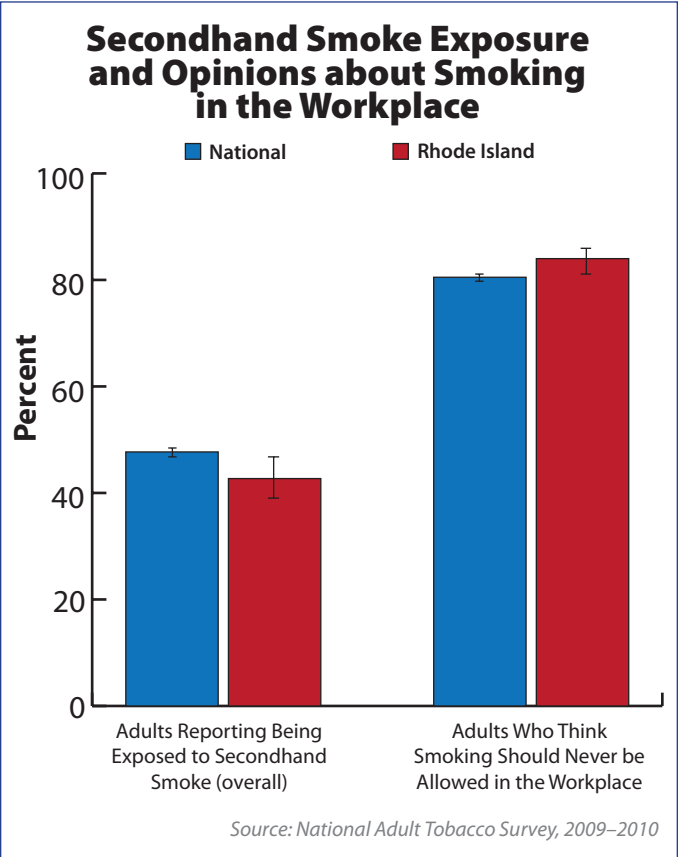
Adult Exposure to Secondhand Smoke

Among all adults, the percentage who reported being exposed to secondhand smoke within the past 7 days was lower in Rhode Island than in the nation overall. In 2009-2010, overall exposure to secondhand smoke in Rhode Island was 42.7%, ranking 12th among the states.

Adults were exposed to secondhand smoke in various locations. The table shows the percentage of Rhode Island adults who reported any exposure, as well as exposure in their home, in a vehicle, or in indoor or outdoor areas at work or public places in the past 7 days.

Exposure to Secondhand Smoke				
Overall	Workplaces	Homes	Vehicles	Public Places
42.7%	18.5%	10.6%	16.0%	28.1%

Source: National Adult Tobacco Survey, 2009–2010

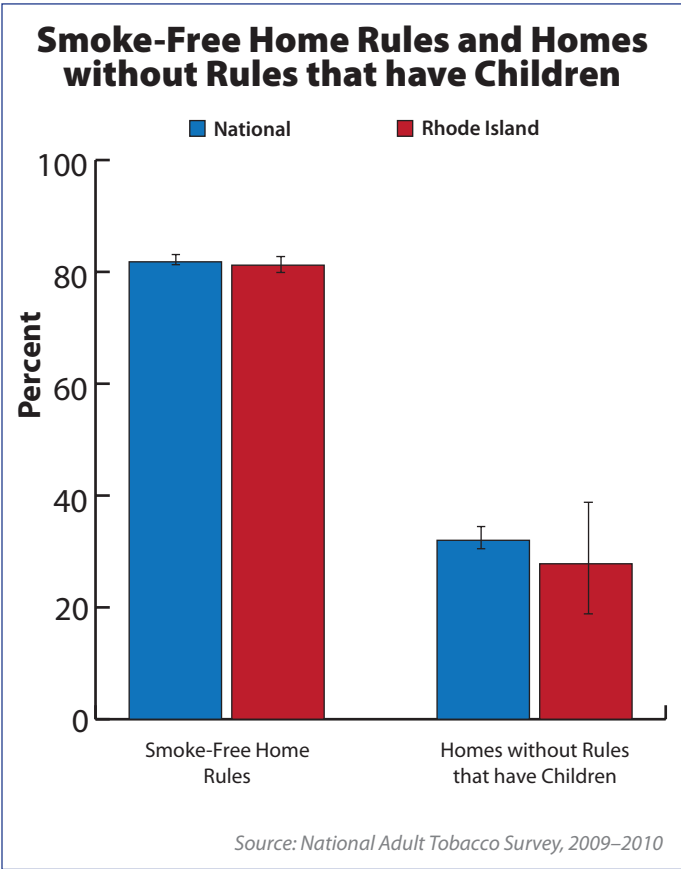


Opinions about Smoking in the Workplace

In 2009-2010, 84.0% of adults in Rhode Island thought that smoking should never be allowed in indoor workplaces, ranking 12th among the states.

Smoke-Free Home Rules

In 2009-2010, 81.2% of adults in Rhode Island reported that their homes had smoke-free home rules, ranking 27th among the states. The percentage of homes without smoke-free home rules with children living in them was 27.8%, ranking 10th among the states.



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State Smoke-Free Policy

As of June 30, 2012, Rhode Island had a smoke-free law that prohibits smoking in indoor areas of workplaces, restaurants, and bars. The state allowed communities to enact local smoke-free laws.

Smoke-Free Legislation

Workplaces	Restaurants	Bars	Local Laws Permitted
 Yes	 Yes	 Yes	 Yes

* Designated Smoking Areas

† Ventilated Smoking Areas

‡ No Restrictions

¶ Allowed smoking in venues that prohibit minors

^a Allowed for non-hospitality workplaces.

^b Prohibited for non-hospitality workplaces.

Note: Not all footnotes may be used.

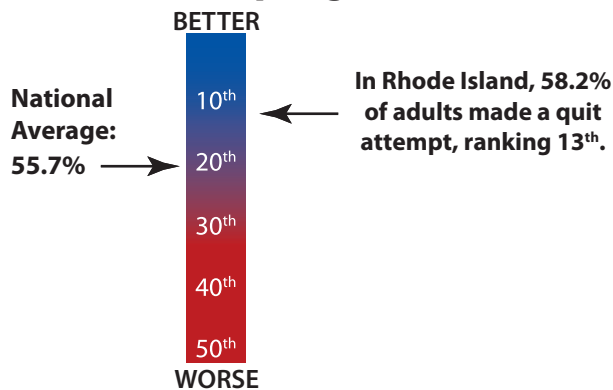
Source: STATE System, June 2012

Offer

Adults Who Made a Quit Attempt in the Last Year

During 2009-2010, 58.2% of Rhode Island adult smokers made a quit attempt in the past year, ranking 13th among the states.

Percentage of Smokers Attempting to Quit



Source: National Adult Tobacco Survey, 2009-2010

Quitline Utilization

In 2010, the Rhode Island quitline received 1,452 calls, and 157 tobacco users (an estimated 0.1% of all tobacco users in the state) received telephone counseling, cessation medications, or both from the state quitline.

Medicaid Coverage for Counseling and Medications



In 2010, Rhode Island's Medicaid program provided incomplete coverage through Medicaid for tobacco-dependence treatment. Rhode Island provided full coverage for some nicotine replacement therapies, partial coverage for varenicline, partial coverage for bupropion, and full coverage for counseling (individual and group).

Medicaid Coverage for Counseling and Medications

Comprehensive Coverage



No

NRTs (One or More)	Varenicline	Bupropion	Counseling (Individual and/or Group)
 Yes	Partial ^b	Partial ^b	 Yes

^a Pregnant women only

^b Fee-for-service only

^c Available only via the quitline

Note: Not all footnotes may be used.

Source: Halpin, et al, 2011

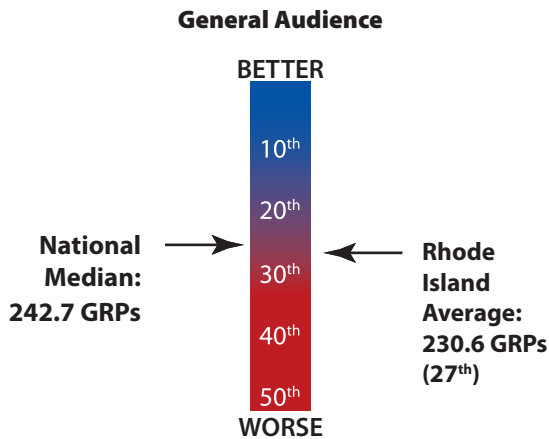
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Warn

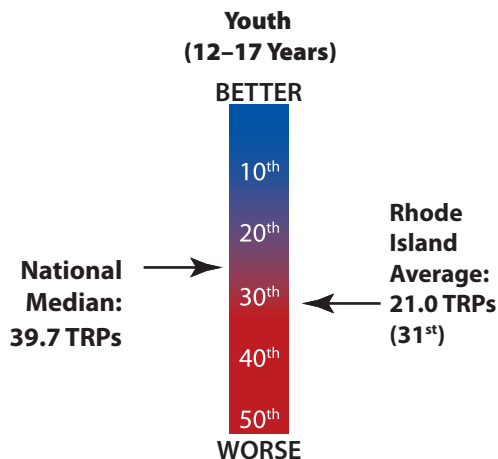
Tobacco Counter-Marketing Media Intensity

CDC *Best Practices* recommendations translate into an average quarterly exposure of 1,200 general audience gross rating points (GRPs) and 800 youth target rating points (TRPs) in effective anti-tobacco media campaigns. Rhode Island had an average of 230.6 general audience GRPs and 21.0 youth TRPs per quarter in television advertising supporting tobacco control messages in 2010.

Anti-Tobacco Media Campaign Intensity, GRPs Per Quarter



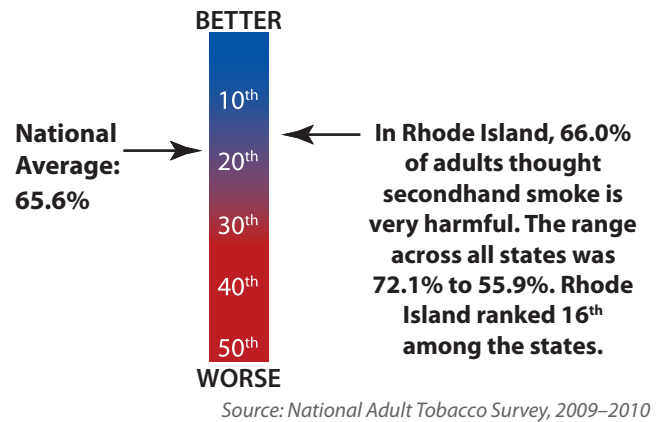
Anti-Tobacco Media Campaign Intensity, TRPs Per Quarter



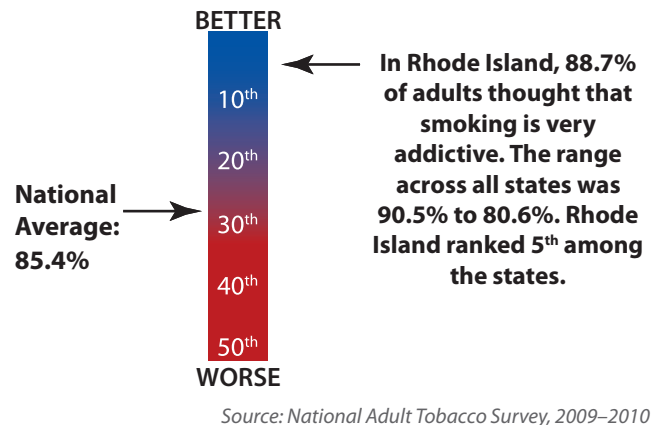
Knowledge of the Dangers of Tobacco

In Rhode Island, 66.0% of adults thought that breathing smoke from other people's cigarettes or other tobacco products is very harmful to one's health in 2009-2010. Additionally, 88.7% thought that cigarette smoking is very addictive.

Secondhand Smoke



Addictiveness of Smoking





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Enforce

State Allows Local Advertising and Promotion Laws

As of June 30, 2012, Rhode Island allowed local regulation of tobacco industry promotions, tobacco product sampling, and display of tobacco products in commercial establishments.

State Allows Local Laws





Promotion	Sampling	Display
 Yes	 Yes	 Yes

Source: STATE System, June 2012

Over-the-Counter Retail Licensure

As of June 30, 2012, Rhode Island required all establishments selling cigarettes over-the-counter to be licensed; the state does not have such a requirement for smokeless tobacco products. Nationally, 37 states required over-the-counter licensure for cigarettes, 29 of which also have a requirement for smokeless tobacco, with various renewal frequencies, fees and penalties for violations.

Over-the-Counter Licensure and Penalties

Over-the-Counter License Required	Minimum License Fee	Renewal Required (& Frequency)	Penalty to Business	Licensure Includes Smokeless Tobacco
 Yes	\$25.00	 Yes ^a	 Yes ^b	 No

^a Annually

^b Fine

Note: Not all footnotes may be used.

Source: STATE System, June 2012

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Raise

Amount of Tobacco Product Excise Tax

As of June 30, 2012, the excise tax on cigarettes in Rhode Island was \$3.46 per pack, ranking 2nd among the states. The tax on cigars was 80% of the wholesale cost per cigar, and for little cigars the tax was \$3.46 per pack of 20. The tax on smokeless tobacco was also 80% of the wholesale cost with snuff taxed individually at \$1.00 per ounce.

Note: See Appendix B for updated legislation that takes effect after June 30, 2012.

Price Paid for Last Cigarettes Purchased

In Rhode Island, 80.3% of adult smokers bought their last cigarettes by the pack, and 19.7% bought them by the carton in 2009-2010. The average price that Rhode Island smokers reported paying for their last pack of cigarettes was \$7.61 in 2009-2010; the range among states was \$7.98 to \$4.04. Rhode Island did not have any reportable data on the average price paid for the last carton of cigarettes bought by smokers in 2009-2010; the range among 45 states with valid data was \$64.45 to \$30.46.

Amount of Cigarette Excise Tax

